

Let me just run through what "Be Smoke Free 4 Free" is all about.

Essentially, I am a practicing hypnotherapist. I run a website [dareiidream.com](http://dareiidream.com) – that's "Dare" with two "eyes" [ii] and then "Dream".

I've also got a [Facebook page](#) which we will be looking at fairly shortly. So without further ado, let's get on with it!

I tell you what I will run through the contents first and I'm going to try to stick to that as best I can...

So what we are essentially going to do...We are going to watch a video with a two year old smoking a cigarette, We are also going to watch a video featuring a chap called Bryan Curtis. I am going to run through some facts about smoking...but probably before I do that in fact I am going to shoe-horn in a video that I shot in the garden earlier on and hopefully that should all start to make sense...

We will cover...We will also cover Napoleon Hill's six steps of Think and Grow Rich, although they are actually going to be called "Think and Grow Healthy" or "Quit and Grow Healthy" and I'm also going to talk you through a few steps, a few steps regarding common sense NLP and stuff like that. So the aim of this session is to give you a "taster" of all the very latest NLP and Hypnotherapy techniques rolled up with a huge dose of common sense.

So this isn't about me being brilliant and fantastic today, it's more about me giving the listeners (when they do finally join) permission to be fantastic and to stand up for themselves so if I can encourage you to do that today then my objective will have been achieved.

<The Control Model – Tony Robbins>

Now, I have a little target here actually, which you are probably not going to be able to see – I'll hold it up to this camera – It's a model from Tony Robbins, and if you think of it as a bull's-eye, you have things you can control in the middle – the bull's-eye, then you've got a white outer circle, things you can influence, and then another [black] outer band things you can't control or influence.

So let me just mention those things first.

Things you can control, this middle chunk here, are for example **things that you physically decide to put into your body**, so although there's a lot of smokers about who will say, "*Well, I really can't help myself*" you can, trust me, you can.

Now, things you can influence: I am hoping to influence some of you this afternoon. Or if not this afternoon, when this recording is seen, on YouTube or at whatever point it is seen in the future.

And I have to recognise, we all have to recognise, according to this model, that there are also things that you can't control or influence, which are the outer black band, a bit like the weather.

So think about that model as we go through this process, there are things we can control, we might think we can't sometimes, like our emotions you know if we tend to fly off the handle, that doesn't necessarily show that we exercise good control, but the model tells us, who am I to disagree? We can. It's just a case of mind over matter.

And sometimes it's just a case of *somebody reminding us that we can control these things*.

Okay, let's watch a video.

[4:27:09] China – Two Year Old Smoker

The purpose of this webinar is for you to **decide**, because ultimately, it's your choice. It's your choice today whether you continue to be a smoker, or whether you **choose to be a non smoker, today**.

So I am going to drag this in front of the screen I hope you can see it.

It just so happens that there is a FREE copy of "[Think and Grow Rich](#)" on the [Dareiidream](#) website you can download.

Six Steps that Napoleon Hill says that you can take in order to earn as much money as you want.

And if you are not aware of the story he interviews a guy called Andrew Carnegie, around about one hundred years ago, and Carnegie sets him a challenge to study five hundred of the world's most successful people, and find out what they were doing right.

So these are the six steps that were originally from Andrew Carnegie, and they were subsequently verified by Thomas Edison, the inventor of the incandescent electric light bulb.

Now, why might you, why is that significant, you might ask?

Well, let's just have a quick "shufti" [look] at this...

The "Think And Grow Rich" Steps are basically:

- deciding what you want and
- making a commitment.

Not being fluffy about it, but fixing in your mind, as we look at the first step, exactly the amount of money, in this case, you desire.

And just quickly running through this, you then have to decide what you intend to give in return, and thirdly, establish a definite date.

The fourth step is to create a definite plan, where you meld all of the previous steps in together, and [fifth] to write out a statement of what you intend to acquire, with a time limit, what you intend to do in return, and the plan, and here's the step that most people don't do...

Now I must admit this is something that I could have done a bit more than I actually did because it seems a bit silly. The sixth step is:

"Read your written statement aloud, twice daily, just before retiring..."

"...And... SEE AND FEEL AND BELIEVE YOURSELF ALREADY IN POSSESSION OF THE MONEY."

Now I have gone through that quite quickly, there's a whole bunch of stuff you can read about getting a burning desire, *it's especially important we can see in bold here, to follow the instructions in the sixth paragraph, which is "AS YOU READ... SEE AND FEEL AND BELIEVE YOURSELF ALREADY IN POSSESSION OF THE MONEY."*

Now, what's that got to do with smoking?

Well I have tweaked it a bit. You see, as I mentioned earlier on, Napoleon wrote:

**"It may be helpful, to all who fail to recognize the soundness of the six steps, to know that the information they convey, was received from Andrew Carnegie, who began as an ordinary labourer, but managed, despite his humble beginning, to make these principles yield him a fortune of considerably more than one hundred million dollars.**

**It may be of further help to know that they were scrutinized by Thomas Edison, who placed his stamp of approval on them as being, not only the steps essential for the accumulation of money, but (and here's the kicker) necessary for the attainment of any definite goal."**

Now I could go on for ages about the Harvard study about three per cent of people wrote down their goals and they ended up with (90%), 97% of the wealth, whereas the 97% that didn't write their goals down ended up with 3% of the wealth.

But you know you've probably heard all that before. The 3% and the 97% seems to keep coming up, basically that about 3% of people in the world are successful, and 97% are judged not to be.

And the reason, we are told, is:

- definiteness of purpose and
- clearly written down goals.

So here's my take on Napoleon's old formula from about 1900. And I have called it "Quit and Grow Healthy", so I will provide this to you:

"Fix in your mind the *exact* amount of life or health or happiness you desire. It is not sufficient merely to say "I want plenty of life." (Or "I don't want to smoke anymore!") Be definite as to the amount."

So here is my suggestion to you:

**Fix in your mind that you want at least and extra *Fifteen extra glorious years.* That's Step One.**

Now Step Two is:

"Determine exactly what you intend to give in return for the [extra] life you desire. (There is no such reality as "something for nothing".)"

So again, I'd love for you to come up with your own thing here, my suggestion is: [***"I will not smoke another cigarette for the rest of my natural life. I am now a committed non smoker."***]

**Third.** "Establish a definite date when you intend to possess the life you desire."

**How about "Today?" When would NOW be a good time?**

**Step Four.** Create a definite plan for achieving your desire, and begin *at once*, whether you are ready or not, to put this plan into *action*.

If you happen to be listening to this and stubbing out your last cigarette, then **you are ready to put this into action.** And if you haven't stubbed it out yet, NOW would be a good time.

So just going back there:

***"What first step in the direction of your new goal could you take right now?"***

My suggestion would be: to seek out and destroy any offending materials or temptations in your immediate area and instruct members of your family to get these things out of your sight.

**Fifth.** Write out a clear, concise statement (which basically pulls all of that together). So why not grab a piece of paper now, and go through that process.

And once you have got that you can spend the next 30 days, the next 60 days, the next 90 days, however long you need, to look back to that statement.

You see, I believe that the only reason people carry on smoking is because they have not got anything compelling to replace it.

But how about visualising walking around a nice garden in the summer with the birds singing and being able to breathe in wonderful fresh air into your lungs?

Compare and contrast that with the video I am just about to show you:

**[Callout: This would be an excellent time to Pause the video and write out the six steps...**

- 1) The exact amount of extra life you require**
  - 2) Determine what exactly you will give in return**
  - 3) Establish a Definite Date (Today!)**
  - 4) Create your plan**
  - 5) Summarise your plan**
  - 6) Read it aloud twice a day AND**
- SEE AND FEEL AND BELIEVE you have already achieved your goal]**

[12:35:01] Bryan Curtis Video

Okay, so a very moving, a very moving clip there. But for me. It is just the image of what Bryan looks like in that particular video...

Caption: "Next Up: The Garden Video, Part One..."

[15:53:06] The Garden Video, Part One

[Video starts - birds singing]

Hello! It's Neil Paddock here! {It seemed appropriate to come to this part of the garden to... talk about this afternoon's webinar. It's been quite difficult putting these things together, and I'm hoping actually this is going to continue to record... I started a version just now talking about gremlins and one of the gremlins seemed to be that the camcorder then promptly switched itself off}.

I quit smoking about 25 years ago. And was it just my own decision? It wasn't just because of me and what I'd decided; it was actually because of a very close family member, who essentially demanded a cigarette when they had just come out of hospital. And in that moment I felt that I either withheld the cigarette, in which case that person was getting quite agitated and could have made themselves ill, and actually under the circumstances I decided to give in and I gave them the cigarette, but at the same time it felt when I look back on it now, it was almost like... pointing a gun at them and I felt in that moment that if this cigarette that I give to that person that I care so deeply about - what if it kills them?

I'm going to have that on my conscience for the rest of my life.

So they smoked the cigarette, possibly not even realising the depth of feeling that I'd kind of dredged in the process, feeling like a coward because I'd given in, I'd given that person a cigarette, and then it started to dawn on me that the way out of that situation a way not to never be faced with that dilemma ever again was for me to give up because I then couldn't be asked for a cigarette.

So I had to salvage what I could from the situation. And I didn't feel very manly, it felt quite cowardly, it felt quite despicable, humouring this other person to continue a habit that had already brought them to hospitalisation so to continue giving them the opportunity to continue that journey was, was

quite poor, in my view and it felt very bad. So I felt I never, ever wanted to be so addicted to something that I would knowingly go back to it, knowing that it was doing me harm. I really just couldn't see any point to it.

So what can I tell you, I mean, I felt ashamed, I felt despair, I felt victimised in a way, but I also felt that I was victimising this person that I care about. So these were very, very intense... a very intense cocktail of *negative emotions*, you know, feeling low, and tactically and strategically the only way I could figure out how to ease my conscience was *to quit myself*. I suppose at some level I felt that perhaps by quitting myself I would show that other person that they could quit too. I can't honestly say hand on heart that was the main reason...

So looking back now, with well over a quarter of a century between me and that decision, and without dwelling too much on the current situation in the family, I would say that currently, things haven't changed. I'm still not smoking. Unfortunately that person still is smoking.

<Pause – Part two to follow:>

Now, on a personal level I was very close to my father for a number of years, and he passed away about three and a half years ago at the age of 77, and he used to smoke.

Now I can't tell you emphatically that he was killed by cigarette smoke, because he had worked with asbestos, but the fact of the matter was his breathing was severely impaired, and I saw him the day before he died, on a ventilator, anaesthetised, not knowing whether he could hear me or not, and I had spoken to him that day for the first time in many years. It was quite painful. And perhaps when you see this video you will already be aware of the statistics, that me not having a dad anymore, I join a very large army of families who have been robbed of their loved ones, 10 maybe 15 years early, in a lot of cases, and on an annual basis that equates to 111,000 people in the UK a year, 450,000 in the US, and essentially now it's looking like 6 million worldwide, an annual holocaust.

So the purpose of this video is not really for you to feel sorry for me – I have given up; I have done all I can. All I am really trying to... give you, are some keys into the triggers that really made me quit once and for all.

Feeling dirty, feeling kind of grubby, feeling like a criminal, handing over that cigarette to someone, knowing it could do them a good deal more harm, when they were already in a very fragile condition.

So if you decide to light up again, aren't you doing that to yourself?

Have a look at the video of the two year old Chinese boy, smoking.

And even though you don't know that boy, doesn't it feel wrong that he's doing that?

What we need to do is, access your subconscious mind, and consciously re-educate it, re-program it. And essentially it's like taking a toddler, and saying No, I don't want that any more, that doesn't serve me.

You've essentially got to lift your subconscious off that bike and give it a bit of a telling off!

You know that's not what I want anymore, that's not part of who I am. I want to be a non smoker from now on.

So regardless of the benefits you feel you'll get from that yourself, I'm hoping you have already written a few of these down...ten or fifteen years extra life... it's not just the ten or fifteen years is it.

**It's the quality of life that you will have during that ten or fifteen years.**

You will be able to see an extra generation of your family growing to adulthood. You will be able to walk up and down stairs without getting out of breath or having to be on a ventilator. You will avoid unnecessary surgery.

I think the 3 key diseases that you can find within half an hour of looking on Google, cancers, chronic obstructive pulmonary disease (COPD), heart disease, the biggest killers, the biggest most preventable killers.

They are grouped together and called non communicable diseases [NCDs]. They now outstrip all contagious diseases in the world. I think it's fair to say that we have an epidemic on our hands.

Not because it's viral. Not because you can pass it from one person to another... but because people still choose every day to carry on engaging in a habit, that hasn't affected them deeply enough yet, to cause them to give up.

So I would ask you now to put your imagination into play, and as you see some of the videos during the webinar, relate to them.

Relate to the story of Bryan Curtis and see how he... transforms from a healthy, vibrant looking young man into a human skeleton. And notice that throughout that pain and that discomfort, and knowing he was going to die, Bryan still insisted on having a photograph put on his bed to help people like you and people like me recognise that, unbelievably, this is the same person.

Within the space of... I believe 3 months [it says 2 on the video], wracked with lung cancer, he becomes almost unrecognisable.

So in discussing how we might prepare for this webinar, my wife said to me, "...people don't think it's going to happen to them".

**But it's a statistical certainty. It's not a case of if, rather a case of when.**

And as somebody who is perhaps in the UK, are you going to be on one of the 2,220 bus loads of people that go on a one way trip, and have no need of a return ticket?

It's all preventable, and it's all a matter of harmonising your thoughts. Basically, just making a decision.

Let's face it, quitting smoking is common sense. Unfortunately what's often perceived as common sense is not commonly practiced. And we could go on blaming the people that make the cigarettes or the advertisers and the campaigns and focus on the feeling that a cigarette will give you, whether it makes you feel more relaxed or in control or makes you look cool...

Whatever those reasons...but I would say to you now that, think about Bryan Curtis and think how cool Bryan looked just before he died. And think of Bryan's family, robbed of the father figure in that family.

So I would ask you to look beyond your own short term needs for this, and think about your family.

Do you think they want you to be around, to guide them, to be there for them, and to be able to enjoy life while you've got it?

The statistics I have studied don't even go into the long debilitating decline that smokers will suffer, through emphysema, bronchitis, various cancers of all sorts of different parts of the body...heart disease...

Why would you put yourself through that, but more importantly, why would you put your family through that?

So I would just ask you now to **make a promise**...if there's a loved one nearby and a piece of paper nearby, make a written promise to yourself like a written contract.

**Sign a piece of paper and declare in this moment that you are a non smoker.**

Shake hands or hug whoever is next to you and make that decision. Because the good news is as you will see from one of the slides it's never too late to give up. As long as you are not already suffering from an incurable disease, your body will start to recover...

So do that now, and we will rejoin the webinar when you have completed it.

Thank you.

So what I want to do now is I want to move onto some smoking facts because at the tail end of that video [Bryan's Video, not the garden one] it was basically saying that 4 million people die every year, and it's actually six million now, and it's steadily rising.

So what I want to do now is just run through, and I'm going to pick out just some key points from these slides now, here we go...

Right, so what can you find out on Google in Thirty Minutes or less?

Now, I'm going to try and run through these pretty quick:

Thirty minutes on Google and I found out the following:

I invite you to do the same. All you need to do is put in "facts about smoking" into Google. Ignore the first few entries that are adverts, and the first one you will come to is:

<http://www.patient.co.uk>

Anyway, I'm going to read these out:

[See PowerPoint presentation]

- **"Cigarette *smoking* is the greatest single cause of illness and premature death in the UK."**
- **"*Smoking* is an addiction."**
- **"If you were in two minds about quitting *smoking*, these *facts* may give you the motivation you need to quit."**
- **"Tobacco is the No. 1 cause of preventable death in the United States."**
- **"... You can eat five portions of fruit and veg a day and exercise regularly, but healthy behaviour means little if you continue to smoke."**
- **"Tobacco smoke contains nicotine, which is highly addictive. One expert on addiction has estimated that nicotine is as addictive as cocaine."**
- **"*Smoking* is not just one of the causes of lung cancer, it is the MAJOR cause."**

- ***“Smoking is a global problem, it is estimated that from a global population of over 6 billion there are over 1 billion smokers.”***

Now I drill down [into the specific information from the first link]:

- About half [50%] of all smokers die from smoking-related diseases.
- If you are a long-term smoker, on average, your life expectancy is about 10 years less than a non-smoker.
- Put another way, in the UK about 8 in 10 [80%] non-smokers live past the age of 70, but only about half [50%] of long-term smokers live past 70.
- The younger you are when you start smoking, the more likely you are to smoke for longer and to die early from smoking.

Now this is an unpleasant one:

- Many smoking-related deaths are not quick deaths. If you develop COPD you can expect several years of illness and distressing symptoms before you die.

So although Poor Mr Curtis did die relatively quickly, in a couple of months, you can't really expect to die quickly with a smoking related condition. I think it's important to remember because it's easy to leave that out of the statistics.

So here is a quick summary then, just, one for the road:

- There's a billion smokers
- Half of them will die

- Cigarette *smoking* is the greatest single cause of illness and premature death in the UK.
- 100,000 people in the UK die each year due to smoking. (And that excludes passive smoking where the figures are about 11,000)
- If you are a long-term smoker, your life expectancy is about 10 years less (although some people will say it's fifteen years less).
- The principal causes of death which are smoking related are cancers (of various parts of the body), chronic obstructive pulmonary disease (COPD) and heart disease.
- It's the MAJOR cause of Lung Cancer.
- If you carry on smoking you've got a 50:50 chance of living past 70.
- And obviously, the younger you are when you start smoking, the more likely you are to smoke for longer and to die early from smoking.

It's all pretty bad news isn't it?

[The Good News]

The good news is that stopping smoking can make a big difference to your health.

We've actually got a handout which you can download from the Dareiidream website and it will tell you exactly what starts to kick in – you see your body is a fantastic machine for cleansing itself if you give it a chance.

This goes on to say:

**It is never too late to stop smoking to greatly benefit your health.**

**For example, if you stop smoking in middle age, before having cancer or some other serious disease, you avoid most of the increased risk of death due to smoking.**

Now there are some encouraging trends in the UK, unfortunately they are not being mirrored elsewhere in the world:

**In 1972 just under half of adults in the UK were smokers. [50%] By 1990 this had fallen to just under a third. [33%] At present, about a quarter of UK adults are smokers. [25%] Help is available if you want to stop smoking but are finding it difficult.**

**I have got some numbers on this and obviously I could go on about this all day, I have gone on quite a lot already.**

**The UK: 100,000 people a year die from smoking related diseases.**

**Now's that's roughly the equivalent of 2,000 buses worth of people who die in the UK every year, and you can add another 10, 11, 12% on for passive smokers.**

**It's about four times as bad in the US, and in daily terms, the number of people that are dying due to smoking, you could put them on the equivalent of 6 buses in the UK, so that's about 300 people a day. And 22 Greyhound buses, which I think is 1,100 people in the US (22 x 50).**

**It's even worse in China, its 66 buses in China.**

**So, just going back to the UK for a second, that's basically quite easy to fill up Wembley Stadium, and you've got a big chunk of people left over, because Wembley will only hold 90,000.**

**So our annual numbers that I managed to dredge up from Google in under half an hour were basically 111,000 people, so you would have 21,000 people left over.**

**So, I think that's pretty scary, and it didn't really take me very long to find that out.**

So on a daily basis, its 274 people, like I said 5 or 6 bus loads, 6 bus loads really, you'd need 6, or the equivalent of a Boeing Triple Seven falling out of the sky every day.

So have you booked your ticket?

And where is it going to end up?

I have probably over-egged the pudding a bit haven't I?

So we are talking Millions of deaths here, millions.

You know Bryan's video said four, this is saying 5.4 million on "info research lab" – The World Health Organisation have just issued a thing saying six million, this is a huge, huge problem, and it appears to be out of control.

Just thought I'd mention this, one person's view, for the record:

*"STOP SMOKING It is hard but it is worth it...use any and every trick you can...I pledged that I would quit on a certain date...wrote it all out and I did it. Now the smoking years have caught up with me. They have found a mass in my left lung and some lymph nodes are affected as well. It breaks my heart when I see these kids smoking outside the schools...they have all the info we never had and they still do it. Educating them doesn't seem to be working. Maybe they need to go to the hospital and see the patients...that might scare them."*

<http://www.therecord.com/news/local/article/518206--misconceptions-about-smoking-common-even-among-doctors>

Well, I think that's enough to be getting on with isn't it!

I'm going to show you one more slide, I can't resist this: You may have seen this already if you have seen some of the other slides... but I can't resist this one!

The next time you even consider putting a cigarette in your mouth, think about what's in it.

I love this slide I don't know whether you can see these things I am going to read them out, because I am not sure I can get this any bigger on the screen:

Cigarette components:

- Cadmium, out of batteries
- Stearic Acid, candle wax
- Toluene, industrial solvent
- Hexamin, barbeque lighter
- Nicotine, it's an insecticide
- Ammonia, a toilet cleaner
- Paint
- Methanol, rocket fuel
- Carbon Monoxide, car exhaust
- Arsenic, poison
- Methane, sewer gas
- Acetic Acid [vinegar]
- Did I say Butane, lighter fluid?

Well I think the sewer gas is a bit of a kicker for me isn't it, not the kind of thing I want to go round kind of sniffing sewer gas and sucking up poison and toilet cleaner and insecticide and it's crazy, isn't it!

Absolutely crazy.

Let's do a little bit of NLP [Neuro Linguistic Programming] and some visualisations. I am conscious of the fact it has been fairly gloomy so far, well you know six million people dying every year I can't readily sweep under the carpet.

Let's talk some Neuro Linguistic Programming and some other "good stuff".

So I have scripted this out, I've got a pack called "Zero Quest", It's not quite ready to go yet, I need to do some editing with this but I'm going to make this available on the website fairly soon:

<http://dareiidream.com>

I have a man called colloquially known as "Doctor Smugg" and his homely rules and principles of NLP.

Shall I let you into a secret? They are **my** homely rules of NLP and other good stuff really, but I was conscious of the fact that some people would pull these to pieces and say: "*Ooh! Richard Bandler didn't say that, that's not in his book,*" or whatever.

So, anyway, this is my take on NLP, and it's based on my experiences and training a few years ago with people like Anthony Robbins, and Inner Compass, and Topher Morrison, and listening to people like Paul McKenna too.

What I am going to do now is I am going to try and go through some ground rules of NLP.

OK so, Dr Smugg's Homely Rules and Principles of NLP and "other good stuff".

Now I will rattle through these but I just want to try and give you an overview first:

The human brain is obviously a pretty complex organism, and it has been said that the computer has really been modelled on the human brain. Now another

way of looking at it, I suppose you could say: "Your brain is a bit like a computer."

Fair enough, it has electrical signals going on, it runs certain programs, and Paul McKenna would tell you that pretty much most of life's problems or our problems are caused by what he calls "*negative programs running in the unconscious mind.*"

So, let's delve into NLP, using this selected look at Neuro Linguistic Programming now, to see:

- Why we might behave in a certain way
- Why habits might be more addictive and more comfortable to stay in, than to get out of...

And what I'm going to do is, I'm not going to call these programs, because let's face it, you know, we live and breathe, we are not just a bunch of circuits are we?

We are people. And I think we deserve to be, you know, thought of as such. We are not machines, We are people, We've got feelings too! They can mess us up sometimes, big time.

**So I am going to call these things a script, because I believe a script gives us more freedom.**

Now before I actually turn the page I am also going to touch on hypnotherapy as well.

There are two parts of the mind, which I am pretty sure most of you will have heard of before, **the conscious mind**, and **the sub-conscious** or **the unconscious** mind.

Now the way it is traditionally taught is that the subconscious is your sort of "autopilot" – it regulates your breathing, your blood flow, it tells you when you are hungry, it tells you when you need to go to the toilet and hypnotherapy

training suggests that it's always trying to look after you. It's always trying to do what's best for you.

It's been likened however to a five year old child, or the crew of a ship.

So if I am Captain Bligh [Mutiny On The Bounty] and I start running up and down on the deck of the ship, laying the law down, then the crew will scurry off in all sorts of different directions, particularly if I am throwing a tantrum, and will try and give me what I want, whether it's good for me or not.

So do you see there's a possibility that, by having a "hissy fit" we can override our sub-conscious's ability to protect us?

Let's press on.

So, my homely rules:

- 1) People will often think, feel, act, react and behave according to their:
  - "programming" or
  - "scripts"

OK, I have pretty much said that already.

-The way a computer performs according to how it has been programmed.

We use these "scripts" in order to respond in a predictable and consistent way to stimuli (that is, stuff going on around us) in our everyday environment.

*For example, if we see someone we know in the street, and be prompted to [move "towards" them] and smile and say "Good Morning". We might even want to go over and give them a big hug. But of course that might not be appropriate. But our "script" will provide the answer.*

*Or, perhaps we don't like that person - we might want to [move "away from" them] and actually instantly cross the street hoping that they won't*

*notice us on the other side of the road. But again our "script" will give us some indication.*

*We can override our "impulses" - more than you might think, actually – so in this example we might say, "Hey, you know what, maybe I don't like that person but I'll say "Good Morning" to them anyway – I will kind of take conscious control to be polite...but actually, thinking about it, our scripts about politeness are governing what we do consciously as well...*

*Now we've got a whole bunch of different emotions going on so it really depends on...how we feel at the time. We might avoid somebody on a particular day, and we might hug them on the next day. We're just weird complex creatures!*

*But essentially we have a script that we are trying to keep to, a bit like I am trying to keep to now...but our emotions will pull us away from that...*

*<Now...Let me pick out a few points here because I am conscious of time and we will never get through all this...>*

*I have mentioned about the autopilot...*

2) our "scripts" do have a profound effect on:

- how we feel
- what we decide to do
- how we feel about what we decide to do

AND what we will do and what we won't do.

Now, if any of you were on this webinar and thought "Oh, who's that bloke going on about smoking and what's it got to do with him?" and so on, you may already be feeling quite defensive and think "Well it's nothing to do with [him]/me. You know what business is it of [his]/mine to tell [me]/you what to do?"

I am not trying to do that really, I am just trying to point out a few pitfalls along the way.

But you see, your scripts will leap to the defence of your habits. And that's all tied up with the self concept and that's a different area entirely.

So our scripts give us a kind of predictable behaviour, and Tony Robbins breaks them down further into:

- Values (what is most important to us)
- Beliefs (what we believe strongly - with feeling) and
- Rules (what we are prepared to do and what not to do).

Now what I wanted to do with this is relate it to a decision, which I talked about in the video in the garden, which was, when I was going through the process of being forced, if you like, being coerced into giving an unhealthy person a cigarette, I ran a whole ton of scripts. And those scripts, and those emotional responses, those chemical storms I had in my brain were throwing up feelings of:

- Inadequacy
- Self contempt
- Humiliation
- Outrage
- Anger
- Despair

And all those kinds of things. Now the reason I mention those NOW...I would call negative emotions things that *we move away from*, in the same way that if someone was coming towards us along the street that we really can't stand, we would want to *move away from* them wouldn't we? We wouldn't be pulled towards them.

But what we have got to try and do with our emotions is we have got to try and manage them in a balanced way, so let's not be overly negatively programmed...

I know I have thrown a ton of negative stuff at you today, but that's because the news about smoking is what... 97% bad? It's got to be hasn't it!

**The only good news about smoking is the good news that you get when you STOP. Because we are told (that pretty much most of the time) it's never too late. That's not always going to be true is it?**

*But if we get it in time, our bodies can recover.*

So I just want to talk to you about the concept of *moving towards something, something we are attracted to*, as well as, moving away from it.

< <edit> Now I am going to actually leave that there because I am conscious of the fact that you are staring at a screen that I am not actually reading off of any more>.

So, what I would like you to do is think of 3 emotions that you might feel if you were in the same situation as me.

There's a picture of a two year old Chinese child on the screen, who has been taught to smoke, by his parents presumably.

Now I would like you to imagine for a moment that the two year old is your subconscious mind...Now how good would you feel about offering that two year old another cigarette, once he has finished that one?

Does that feel like a cool thing to do?

**COOL...or Cruel?**

I am hoping that your conscience is going to kick in at this point – I don't know...

But for me, I would feel bad; I would definitely feel bad, certainly, knowing the stats and all the things that we know about:

- 111,000 people dying every year in the UK,
- Six Million dying worldwide,
- With the Chinese dead from smoking due to go from 730,000 in 1998 through to 8 million in 2030.

I would not be rushing to give that young man a cigarette.

Now I want you to imagine for a moment that that young man is your subconscious...

And I also want you to imagine that you have been a bit of a Captain Bligh – What you have been doing is that you have been stamping your feet and you have been letting the crew run around terrified and they have been basically been doing what you want.

**You have browbeaten your subconscious into giving you what you want.**

So, five minutes after dinner, your subconscious will go: *"BING! Time for a cigarette!"*

Now surely it's time to stop that now, isn't it?

Smoking isn't all about you is it?

**It's about your family because if you die 15 years early, then your family has got to learn to cope without you and learn to cope with the pain.**

Just as I did when my father died, and my grandmother died.

And actually, why not? Let's see...I don't know how easily you can see this but if I hold that up, that's a picture of my Dad, and look what he has got in his hand, he's got a cigarette in his hand that was about 30 years ago. He died at the age of 77.

Here's another picture, here's me and him back in the seventies in the South of France, if I can just drop that over, He's smoking a cigar.

Now there does seem to be a causal effect doesn't there.

That was on one of the slides. **The causal effect between smoking and lung cancer was established over 50 years ago.**

So I want you to get a clear idea in your mind, that if you were to give a cigarette to that child, and imagine that's you, imagine that's a mini version of you now...

What are you going to feel like?

How big are you going to feel, encouraging that young man to die? Or that part of you? And how cool and grown up are you going to feel about your family having to cope without you?

See that day I quit I felt ashamed. I felt utterly ashamed.

Now just in case I hadn't hammered the point far enough we've got about seven minutes to go, and I think we are going to of kind of wrapping up shortly, but here are some statistics:

- 100,000 dead UK
- 400,000 dead per year US
- 1.2 Million China
- Those are the passive smoking figures [11,000 UK 50,000 US & 100,000 China respectively]
- That's the total [111,000 UK, 450,000 US & 1,300,000 China respectively]

Get a sense; you know **this is your life.**

- And that's how many buses, you'd have to get 2,000 buses [UK]

- In America it's even worse, you know: 9,000 Greyhound buses, five Wembley Stadiums!
- China, 14 Wembley Stadiums!
- Worldwide, at the old figures, (5.4 million) that's 60 Wembley Stadiums!

You know, it's a big problem!

**But you can be part of the solution rather than part of the problem. I want you to kind of, just think about what we have said and is it worth having another cigarette, really?**

**You don't have to do it because I say so, just think about the implications for your family, if you carry on.**

Now I am not going to have time to go through a full kind of "induction" process here. What I am going to suggest to you as we are just about to wrap up in a few minutes, is that you go back to the Napoleon Hill stuff that I mentioned and that you:

[1] Write yourself a contract

[2] And that you sign that contract

[3] And you set aside, you know, you read that as many times as you need to...

[4] Because what we are doing here, is we are creating an alternative future [to move towards] to the one which is let's face it is borne completely out of apathy isn't it.

"Oh, I'm going to have a fag."

Why?

"Because I have got nothing better to do."

You know I am sorry if this sounds patronising, but I have been a smoker - I know what it is like.

**I had to feel like a war criminal before I was compelled to give up. I had to feel like I was murdering a close member of my family.**

And isn't that what you are doing to yourself?

.....

[Quit and Grow Healthy]

So Fix in your mind the *exact* amount of [extra] life you desire.

You can call this "self-hypnosis" if you like, that's the other part of Napoleon Hill's book - He talks about "Auto-Suggestion"

He talks about, really, hypnotising yourself, but being specific and what we are doing is creating a better future - we are creating fifteen extra years of life!

What could you do with fifteen extra years?

- See your children grow up
- Run up and downstairs
- Run a marathon
- Ski down a ski slope (somewhere)
- Abseil

I don't know what it is [for you], but there's plenty of things you can do without ending up looking like Bryan Curtis.

So what I did with people who come to my practice, I get them to promise to someone that they are going to give up, basically.

And, with about a couple of minutes left now, I am not going to go through the full induction thing today, maybe that's the subject of another webinar for another time.

**But essentially, I want you to visualise "What's In It For You" to quit, and I want you to make it big and bold and bright and compelling.**

OK, so you know, if its abseiling or safaris if its... I don't know, whatever it is that "floats your boat", see yourself doing it and see yourself enjoying life, being healthy, being happy, and you know, we have hardly mentioned money at all have we, but the average smoker, [spends] £2,000 per year on cigarettes, something like that, what's that \$3,000?

I calculated that if you are a forty a day smoker and you smoke for thirty years, instead of spending all that money [on cigarettes] you could have bought yourself, pretty much, an average sized house!

So you know, what would you rather have, a house or...disease?

It shouldn't be a difficult choice really should it?

So I will make these six definite practical steps, I'll make these available fairly soon, I know there are other products out there, I know Paul McKenna does a CD, Topher Morrison does a CD actually. The Paul McKenna one you can listen to, but surely...

**What else do you need apart from common sense here?**

**How compelling is it to, you know, not want to smoke something containing toilet cleaner?**

**Do you want to go up to the bathroom now and put a straw in the bowl of the toilet, and you know, pour a load of bleach in there and start sucking that stuff up?**

**I don't think so.**

You know...

Topher Morrison talks about cigarettes appearing out of a cow's bottom, You know...like a "Pez" dispenser.

You know...Methane, How much do you want to suck in all that methane and arsenic?

I hope you get my drift.

Anyway, I am going to keep to the hour so, it's been a pleasure, I hope that you get something of value out of this webinar and I just want to wish you all the very best...

I'm going to be available...I'm probably going to be offering a 90 day coaching program, you know, so that if you are still coming unstuck, come back to me I can sort out some strategies that will help you.

And with that I am going to close the webinar, so this has been the *Be Smoke Free 4 Free Webinar* and I look forward to speaking to you in the near future.

And, obviously, you can go to our website, [www.dareiidream.co.uk](http://www.dareiidream.co.uk), you can also check out our Facebook Page, which is the [\[Neil Paddock\] "Be Smoke Free 4 Free" page](#):

<http://www.facebook.com/pages/Kings-Lynn-United-Kingdom/Neil-Paddock-Be-Smoke-Free-4-Free/195251540491176>

And all the links are on the [dareiidream.com](http://dareiidream.com) website, <it's about the only thing I haven't got open in fact>

So thank you very much for your time and your attention, and do feel free to contact me if you feel you need any further information and I will be happy to assist you.

**Take Care, All the best, Bye For Now.**